

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY WAKNAGHTA
T-2 EXAMINATION, APRIL 2016
B.TECH. 8TH SEMESTER

SUBJECT CODE: 14B1WHS831
SUBJECT NAME: Persuasive Communication
COURSE CREDIT: 03

MAX. MARKS: 25
MAX. TIME: 1 Hr 30 min

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*All questions are compulsory. All parts of each question have to be answered at one place.
Carrying mobile phone in examination centre will be treated as unfair means case.*
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- Q1. You have to give a presentation to B. Tech student about a new laptop model launched by your company. Explain your strategy for establishing good credibility among students according to the different dimensions of credibility. **9 marks**
- Q2. How preference for consistency, self monitoring, cognitive complexity and ego involvement influence the persuasion of an individual? **8 marks**
- Q3. How group size, gender, personality and ethnocentrism influence the persuasion of an individual? **8 marks**